

## Keeping Rocklin Beautiful

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When I think of keeping our city beautiful I am reminded of the national advertising campaign "Keep America Beautiful" featuring Iron Eyes Cody. With a single look he reminded all of us that the beauty and upkeep of our world is a collective responsibility. While you might not think the actions of one really matter, in truth, they do. And, as we work together, we **can** make our nation and, in this instance, our city a better place.

Specifically, I am referring to Rocklin's Code Enforcement efforts. I'll grant you these words are not very glamorous. However, the City's Code Enforcement policies have a tremendous impact in providing a safe, clean and beautiful environment in which to live, work and play. You make a significant investment in this city via your home or business and working with you the City helps to maintain that investment. It's a partnership that produces tangible results and maintains the high standards that Rocklin's business owners and residents demand.

How do we accomplish this? First of all, as a city we take a proactive approach in evaluating areas that have not met our community's standards for issues such as RV storage and business signage. That means City staff is actively "sweeping" neighborhoods and commercial areas to determine if there are any residences or businesses that are not in compliance. The City works closely with residents and business owners to help them understand the policies as well as to remedy the situation long before a citation is ever issued.

For example, parking motorhomes, boats, or trailers in the driveways of residential neighborhoods may seem to be relatively unimportant. However, the City understands that the residential character of neighborhoods is affected when storage of recreational vehicles clutter the streetscape, or when they block the clear view of cars and pedestrians. The City regularly tours our neighborhoods and identifies those properties that have recreational vehicles stored. The City then sends notices to the property owner requesting that they arrange for storage either in the rear portion of their lot, or at a commercial storage facility. If the property owner does not act, the City will then issue notices and citations that can lead to fines and in some instances, legal court action. The City is serious about maintaining our community standards. We also find that the majority of our citizens are very supportive and cooperative. They seem to appreciate the effort and the overall community benefit that is derived from code enforcement. It is a testament to our community that many compliance problems are corrected after our initial contact.

It is important to understand that code enforcement is more than just community enhancement it is also crucial to public safety. Many conditions on properties can be detrimental to the occupants and the public. We review potential non-compliance situations based on comments that we receive from residents,

business owners and the general public. Unfortunately, City staff cannot possibly observe all infractions of code enforcement such as abandoned vehicles, loud noises, cluttered yards, etc. However, we do take public comments and feedback seriously and evaluate all situations that will potentially impact your quality of life and safety.

Being a part of this City is a partnership. We all have a stake in our community, and working together we can maintain Rocklin's high standard of living.

If you would like additional information regarding the City's Code Enforcement policies or if you would like to alert our staff to a possible Code Enforcement issue then please call the City of Rocklin at 625-5120.

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